O'BRIEN-SHERWOOD ASSOCIATES INC
57-16 WOODSIDE AVENUE
WOODSIDE, NEW YORK 11377

AD QUESTIONNAIRE
PLAIN FILTER 100's/120's

Here are two brands of cigarettes which I am going to ask you to smoke and tell me what you think of them. You can smoke as many as you like of each. There is no ne to rush. (GIVE RESPONDENT ENOUGH TIME TO MAKE A DECISION).

FIRST CIGARETTE

First, try this one (CODE _____). (ALLOW ALL THE TIME NEEDED)

6. Now that you have tried cigarette _____, tell me which box on this card best describes how you feel about it's taste. (SHOW CARD 6 AND LEAVE WITH RESPONDENT).

Dislike it Very Much			Neither Like nor Dislike it			Like it Very Much
☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7

SECOND CIGARETTE

Now, try this one (CODE _____). (ALLOW ALL THE TIME NEEDED)

7. Now that you have tried cigarette _____, please tell me which box on this card best describes how you feel about it's taste. (POINT TO CARD 6)

Dislike it Very Much			Neither Like nor Dislike it			Like it Very Much
☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7

TAKE BACK CARD 6

8. Comparing the taste of the two cigarettes, how would you say the first cigarette you tried, cigarette _____, compares to the second one. Is the first cigarette:

Much better tasting ____
Somewhat better tasting ____
About the same in taste ____
Somewhat worse ____
Much worse tasting ____

9. This cigarette (CODE _____) is a high tar cigarette, with 40% more tar than the other one, which is a low tar cigarette. (POINT TO EACH AS YOU MAKE THIS STATEMENT)

Keeping this in mind, what do you think of the taste of the low tar cigarette? Is it:

Much better than expected ____
Better than expected ____
About as expected ____
Worse than expected ____
Much worse than expected ____

10. Now that you've tried cigarette _____, which of these statements best describes how you feel about its taste. (SHOW CARD 10)

It's really good -- wish I tried one sooner ____
It's like any other low tar cigarette ____
I'm not very impressed with it ____

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Source: https://www.industrydocuments.ucsf.edu/docs/zynk0000

11 What do you think of the smoking satisfaction that cigarette _____ delivers. Is it:

Very satisfying	____
Satisfying	____
Neither satisfying nor dissatisfying	____
Dissatisfying	____
Very dissatisfying	____

CLASSIFICATION

Age:	18 - 35	____	35+	____	
Sex:	Male	____	Female	____	
Race:	White	____	Black	____	Other ____

NAME _____ ADDRESS _____

CITY _____ STATE _____

ZIP CODE _____ PHONE NO. _____

DATE _____ INTERVIEWER _____

VALIDATION # _____ VALIDATED BY _____

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